CORPORATE HOME ECONOMIST – THE MANIFESTO

Corporate Home Economist – Chapter PAKISTAN

Corporate Home Economist – Chapter INDIA

Corporate Investment

Investment Banking

Venture Capital/Private Equity

Investment/Commission income

Corporate Home Economist Agency

Consumer Decisions

Customer Analytics

Career Decision

Labour Retention

Family Units

Corporate Home Economist – Chapter Bangladesh

Corporate Investment

Investment Banking

Venture Capital/Private Equity

Investment/Commission income

Corporate Home Economist Agency

Consumer Decisions

Customer Analytics

Career Decision

Labour Retention

Family Units

Corporate Home Economist – Chapter Sri Lanka

Corporate Investment

Investment Banking

Venture Capital/Private Equity

Investment/Commission income

Corporate Home Economist Agency

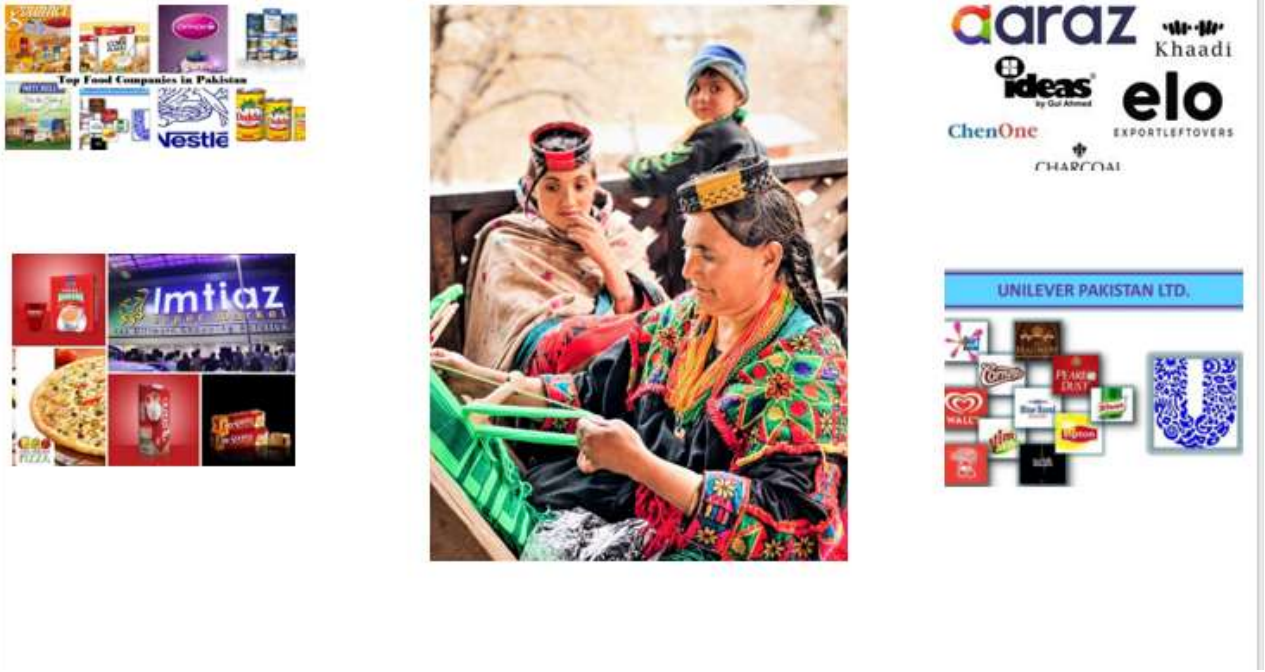
Consumer Decisions

Customer Analytics

Career Decision

Labour Retention

Family Units



The core of home economist lies in understanding the utility management of home. Conventionally concept of home is restricted merely in the boundaries of traditional family; say joint family, nuclear family and extended family consisting of a father, mother, grandparent and children. However when I say *CORPORATE HOME ECONOMIST*, the definition of home and family takes a more holistic approach encompassing every possible opportunity where the consumption decisions can be outsourced, say corporate organization, ethnic group, tribe, corporate colonies of HR staff etc.

The survival in contemporary era considering the corporate survival does not depend on the people demanding the basics of life such as house, food, education in order to make living for existence, but would also encompass the very fact that how much specialized or sophisticated the demand is. In other words:

- What needs to fulfill (how sophisticatedly the consumer defines his needs)
- From where to fulfill the needs (which corporate to purchase from)
- Anticipating the need (e.g. planning for any unforeseen event like procuring insurance products or tax management)

The demand sensitization (incorporating the 21st century elements in consumption pattern) eventually results in specialization of industry because the driving factor for the industry is the demand from the customer side.

Here specialization would be defined as the optimum use of human resource to extract highest benefits of the given infrastructure.

When talking about benefit derived from utility would mean: convenience, fortified ability to recover and fortification of immunity from corporate exploitation:

- Self (consumer awareness)
- Social (Social bond)
- Capital (Economic value addition)

Evolvement of human species is based on the learning attitude which would mean learning from changing external factors, such approach is vital for the demand sensitization which eventually leads to specialization of various skill the industry has to offer.

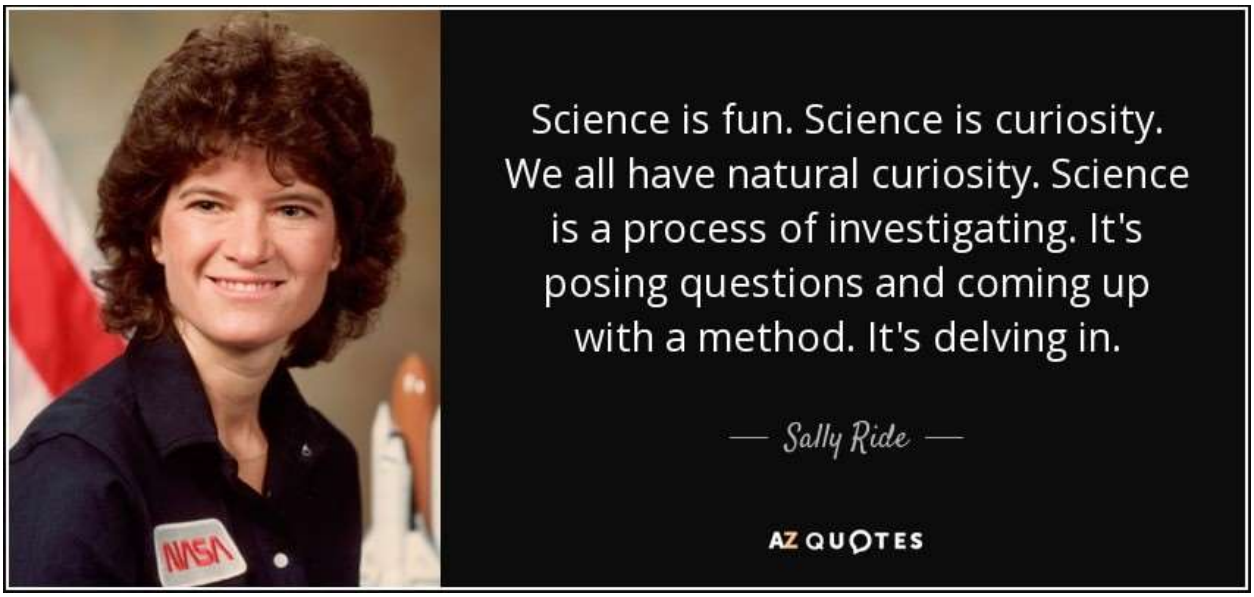
The industry specialization is based upon the scientifically development and research and development, science is a hypothesis established which is tested to prove whether it is practicable or not. It paves way to understand the cause and effect and eventually optimizing the human resource to extract benefit from the discovery.

Resources are crucial to scientifically development, all resources uproot from human capital and technology is an output of optimization of it to make use of scientific discovery to extract benefit.e.g. IT, oil rig etc. Hence resource is not a component but rather ability to apply scientific discovery to extract benefit from environment.

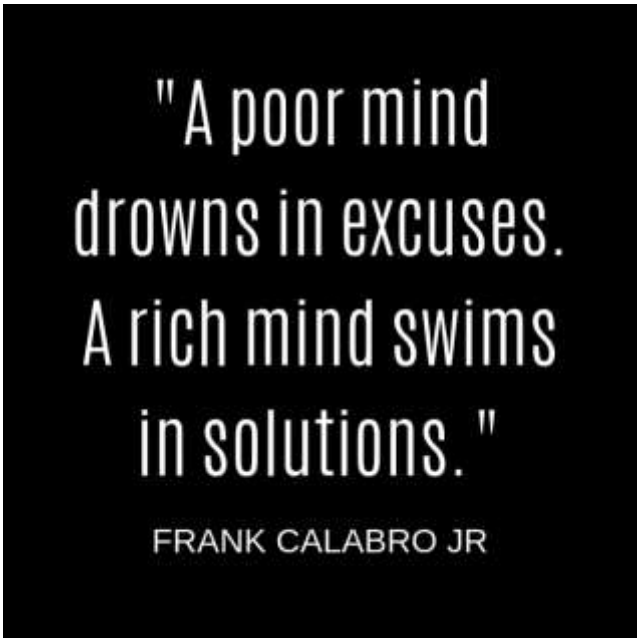
Such application is subject to optimization of HR by using its potential to seek new ideas/curiosity in order to create convenience for survival.

The constant strive to make survival convenience is actually what we define as *demand* which becomes subject to the industry providing means to accomplish.

The have ones are have ones because they are opportunistic in terms of optimization of HR, higher immunity and ability to extract higher benefits.


Science is fun. Science is curiosity. We all have natural curiosity. Science is a process of investigating. It's posing questions and coming up with a method. It's delving in.
— Sally Ride —
AZ QUOTES

The obstruction in specialization of human capital or say optimization of human resource is Corporatocracy:

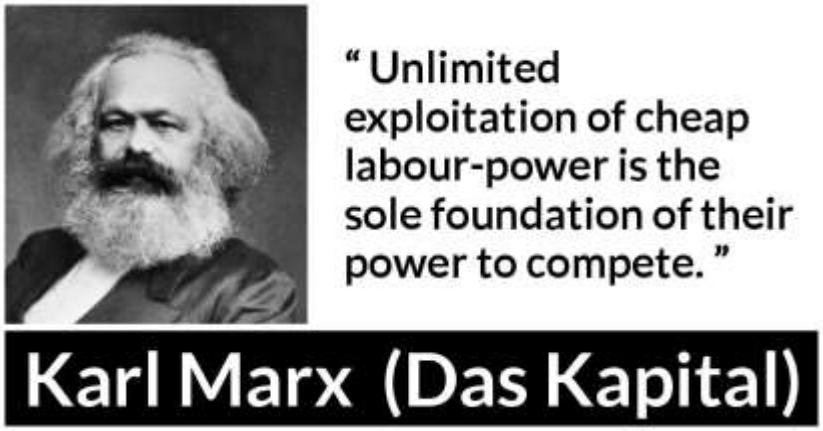


Corporatocracy occurs in following ways:

I) Capitalistic Corporatocracy (corporate cartel, oligopoly and monopoly that devises a system where specialized skill remains in hands of few and therefore the wealth is concentrated)

II) Planned Corporatocracy (where a group in government imposes a system where masses are kept deprived of HR optimization)

The solution of any Corporatocracy is always initiating the fountain of specialization, since human capital is what internal economy thrives on, therefore Corporatocracy (power being concentrated in few hands, either by manipulating market forces (capitalistic Corporatocracy) or via state planning (planned Corporatocracy)), is diluted as and when the human capital is developed which in turn initiates the wealth fountain where wealth flows to the general public eventually eradicating the income parity. Hence we can say that poverty and income parity is a manmade idea and not from God.



In order to understand how the corporatocrats manipulate situation in their own advantage, we need to understand the dimensions of the society:

- **Pharoah - Authoritarian**

- **Haman – Identity agent**

- **Samer – Media/Mass communication**

- **Parent - Philanthropist**

The cultural attitude determines the immunity of the society. Here immunity refers to the social bond that binds the society and sustains its for evolution (survival purposes). The tactics of corporatocracts or imperialist includes devising an order that creates a spider cobweb which encompasses the society in terms of:

- What to think
- Whom to follow/take inspiration
- What parameters to use to define right or wrong

Elaboration of needs and wants

Everything is a need that is vital for our incubation framework. No incubation would mean deterioration of immunity. Revisiting incubation process: sustenance, competitive progress, retribution and transition.

The new era of Paid Consumership:

Business in its initial years strives to survive. Survive here means that business strives to create:

- Product positioning in mind of consumers
- Establish a robust distribution channel to access customer
- Seek sources of finance for expansion and marketing

What drives the economic activity is the demand of consumer or in other terms how well awared is consumer. But since the corporatocrats have concentrated wealth, eventually they are the one who's gonna dominate.

Here the Corporate home economist comes to the rescue where via investment alliance she provides cushion to the startups and local corporates to establish customer base and provide employment to the countrymen.

Points to note here are:

- Specialized labour depends on the specialized consumership, or in other words a consumer is simultaneously the part of workforce of the economy.
- Consumership is itself a specialized knowledge
- Consumer decision is based on :
    - Perception
    - Cultural attitude
    - Knowledge
    - Awareness

How the consumer directs its consumption decisions depends on the sensitivisation of the demand. The sensitive consumer caters to the present needs as well as that of future, in other words a sensitive consumer caters to the aspect of incubation. The sensitive demand is what incubates not only the lifestyle of consumer but also allows equal opportunity to the various industries whose goods and services are ought to be the part of the consumption of the consumer.

Categorizing the needs in context of incubation:

Sustenance:

- Food
- Economic security (Job, human resource agency HE)
- Peers network (social acceptance)

Competitive progress:

- Athletics
- Politics
- Economic competition

Retribute:

- Parameters
- Rules

Transit:

- Research and development
- Upgrade

The major industries which would get coverage by Corporate home economist:

- Food
- Education
- Textile
- Construction and Interior designing
- Automotives
- Secretarial/legal counsel
- Financial consultancy
- Household e.g. sewerage
- Engineer
- Hospital - Paramedic/nursing/midwifery
- Business relation mgt/consultancy
- Insurance
- Hotel and tourism

Corporate home economist: Microeconomics maestro, categorizing the corporate home economist functions:

General Home Economist:

Outsourcing the function, the general home economist conducts need gap analysis in order to initiate specialization fountain (means outsourcing demand to specialized CORPORATE HOME ECONOMIST – say outsourcing healthcare related consumer decision to a doctor that represents vested interests of a hospital business).

Specialization of human resource is optimization human potential to be able to create higher benefits This evolves the present method of extracting benefit, means that by pursuing specialization one is able to make most out of the utility. Such maximization of utility occurs from research and innovation and learning attitude. To initiate specialization learning attitude/curiosity plays the role of oxygen.

Science is hypothesis established that paves way to understand cause and effect and then optimizing HR to extract benefit from new discovery.

Modalities of corporate home economist:

- Own home deployment – family unit manager
- Outsourced specialized – family unit manager

The corporate being a group of companies has the vital opportunity to provide package of products via home economist to household.

This shall provide opportunity the corporate to lock in the consumption of the family units under family unit manager either by concentric (similar consumption pattern) or conglomerate, eventually an opportunity to corporate investment alliance to lock in consumption of family units taking a big chunk of consumption decisions is paved way for.

Planned Corporatocracy undermines the equity market by making the political and economic instability. This is done by a well coordinated group which is unified, but it keeps the masses divided so its supremacy prevails.

Imperialism or Corporatocracy hinders the specialization of knowledge in society by creating unskilled labour, interfering the public institutions, creating fanatics that that pose threat to the stability of the country.

Family unit manager:

Strategic business unit, here would mean the family units that are subject to control of corporate investment alliance. The unit manager gets commission income and perks of the corporate inv alliance of the relevant portfolio of products offered.

The services of family unit manager can be outsourced to home economist agency that manages the family unit managers which further manages inv alliance.

Family unit manager acts as distribution channel for the investment alliance for provision and locking up of the consumption decisions.

Marriage here would mean the integration of two family units, this would entitle the units the combined benefits and perks.

Corporatocracy and specialization:

Corporatocracy: unstable economic outlook

Specialization: persistent economic return

The gender gap: man and woman,

Man: persistent economic returns, value addition structure that evolves with passage of time

Woman: is subject to volatile economic structure, less or no value addition of woman is directed to the economy may be because, just like stock broker, the media corporate houses or fashion industrialist or adult industries make most of the specie by creating scandalous perception in order to give hype, just like an institutional stock broker manipulates the share price of low price earning ratio shares to pump and dump.

The reason is that the man has established its integrity by creating such value addition structure that creates the need to evolve its role in adding value and consequently the hr potential of the man optimizes, means that the immunity builds up in terms of self, social and capital.

However for the case of woman, since there has been no market value attached to the ambit of woman that is sustenance (developing roots and establishing base, say you give house to woman and she makes it home) and transition (means transforming the consumption pattern over time, say seeking ways of homemaking by new products e.g. replacing old bedsheets, buying new dresses; and transferring the consumption pattern to others, say directing the consumption pattern of family unit, transferring the lifestyle to children etc) . Hence it is difficult to find the HR optimization and evolvement of roles to add value.

Revising the concept we learnt about the blacksmith and warrior, the blacksmith has to put itself into shoes to warrior to be able to forge the sword that sufficiently equates the enemy's swords.

Similarly for woman I have devised corporate home economist that evolves the ambit of woman to add value for the corporate world to stablise its sales and seek for expansion opportunities.

Features of volatility in fashion industry:

Economic benefits are gained by increased hype, sensation etc.

Volatile structure for woman would mean making most of hypersexualization, scandalous image, promotion of lust etc. This does not evolves the very ambit of woman that is sustenance and transition to the point of human resource optimization.

Volatile market doesn't have any regularization, laws or accountability say consumer courts

Say, one of the most salient feature that can be observed in case of low P/E ratio stocks which become subject to institutional broker is that the company has little or no have participation of the management in the affairs of the company, the company becomes merely a tool for such institutions to manipulate the stock market.

Reflecting the above statement in the woman's case we can say that the identity crisis prevails in the case of woman, the very instinct behind owning and placing the identity over the person roots from the fact the benefits it will yield in future. The dilemma of daughter is that the parents are awared of the fact since beginning that it is has to depart from their home at the marriage event and hence it may not yield the benefits in the near future.

Therefore we observe that the very case of woman is that since her childhood she may be spoon fed, she may be given lucrative clothes or her attitude may be augmented. But such disposition may not have the human resource optimization which we talked earlier that since the ambit of man evolved because the market value was attached to his role and the structure whom he contributed evolved with the passage of time, which is not the case with woman.

Demand senstivisation shall be pursued by the

- General Family consultant (more or less like a General Corporate home economist) OR
- Specialised family consultant (specialized home economist)

The premise upon which the family consultant is established is the primary nature of the woman to sustain and transit

The premise upon which the specialized family is established is the blacksmith to the warrior, where the woman coordinates the ambit of the man to promote the corporate investment alliance where the big corporate pursues the strategy to promote equity oriented approach to stablise the sales of the investees by providing the consumption package which directs the consumption decisions of the family units under the family unit manager.

General corporate home economist (gen che): synchronises the consumption pattern of the family units with the corp investment alliance say using exchange data interchange systems, customer relationship management and then eventually outsourcing the consultancy of specific function to specializes che in order to

Understanding utility management: move from basic product to augmented product say e.g. basic product would include an insurance policy that only covers the life insurance, but moving to augmented product would mean going for unit linked investment policy or term insurance say education or marriage.

In short, the specialized che would pursue demand sensitivization to promote more augmented consumption.

Sophisication of demand shall ensure to avoid the concentration in one industry and allow for capital investment in other industries by converging the demand in a way that supports the corporate investment alliance.

The coporate home economist shall promote equity oriented society which shall be established on the premise that the financing is obtained by the big corporate via other entities whom with it makes investment alliance by providing them incentive:

"To have stable sales which shall be subject to consumption augmentation over the period of time, this will have the relevant industries specialize in in their product portfolio".

The functional home economist shall pursue to:

Hedge the reputation risk by: setting up the labortary either on behalf of the inhouse developed home economist agency or own home deployed to identify malpractices, dilution and quality deviation.

Well informed consumer decision based on Product oriented approach rather market oriented approach, means rather going for brand as hyped image in market, the consumer shall prefer what value for money the corporate has to offer.

Unit manager v/s Functional manager

The unit manager is defined as the Queen of few and Jill of the other trades; it implies that the unit manager is the managing executive of the family units wherein though she might have expertise in few areas say medical expertise, finance. Etc. She is functional home economist of the aspects and areas which she has expertise and specialization of, and unit manager of areas she is Jill of, means that in capacity of unit manager is responsible for engaging the functional mgr for other aspects to pursue the eradication of the exploitation by the corporate world of the consumer.

- Take an example of the Pack Of Wolves – The far behind wolf makes sure that no one leaves behind.
- The strong wolves surrounds the weaker one so that in case of attack from any side is tackled by them.
- The strong wolves are represented by Functional mgr that has expertise of its own field and represents the corporate entities in alliance to promote its product portfolio.

The unit manager can be of an agency or own home deployed.

The wolf ideology conveys the message that the pack is to be protected by fortifying the immunity in terms of self, social and capital. Self is the crown of the triangle and is to be understood as the wolf wearing the sheep's outfit to appear as the naïve in order to gain immunity for other pillars: social and capital.

The social factor convey the message that people comes from all walks of life and the immunity fortification happens when we utilize that resource to our benefit.

Following the social, the capital or economic factor gets fortified which means that the ability to collect more fishes more water becomes inevitable.

The wolf symbol differentiates the corporate home economist from her peers.

Corporate home economist is other way round a pack of wolves where the strong wolf is represented by the network of functional home economist while the ***corporate alliance is the leader of the pack*** whose interests are vested in the welfare of the pack.

Barter trade of services:

Understanding Utility management:

- demand sensitivization,
- budget planning of family unit(CPI basket as per corporate investment alliance),
- identifying the segment under which the family unit falls (segment as per income, demography, psychographic, social lifestyle etc).

Demand sensitivization, the corporate home economist inculcates the demand or create consumer awareness in the family unit for particular industry by :

Analyzing budget, present consumption pattern,and pursuing data analysis for the purpose of identifying the loops in expenditures (means identifying the areas where the consumer is paying high or receiving low quality or any gap which should be fulfilled to pursue the objective of corporate investment alliance)

Data analysis shall also consist of identifying family unit being exploited by corporate world in terms of market volatility, monopoly, cartel or oligopoly etc.

Types of corporate home economist in terms of structure:

- Independent corporate home economist would pursue objectives of various corporate alliances in form of say agency.
- Internally developed corporate home economist of a particular corporate alliance would pursue objective of its own alliance.

- The purpose of demand senstivization is to make sure that the budget of family units is arranged as so that the agreement of corporate alliance is implemented on the locked up family units.
- The network of corporate home economist consists of network of pool of industrial specialized functional corporate home economist.
- Each industry's corporate home economist represents specific industry say textile home economist, sport he, pharma he, food he.

Jill OF THE OTHER TRADES AND Queen OF FEW

The job of sensitivizing demand would consist of pursuing the corp alliance, means that corporate home economist would not only lockup sales of the specific entity but also of the investment alliance who have provided the investment at relatively low cost of equity.

For example:

Sports home economist, when sensitivizing demand shall play part in making sure that the demand identified while sensitivizing demand for athletics the textile corporate of the alliance has its products consumed as per the agreement, e.g. sports apparel, similarly identifiying demand of pharma industry, specifically talking about sports injury management, medication for recovery, etc.

Textile home economist when sensitivizing demand shall identify need of bed sheets and also lockup demand of which bed furniture to be used, moreover identifying products that are used in other industries such as medical apparels, this would provide all in all opportunity to lockup demand for benefit of both industries.

Pharmacy home economist shall sensitivize demand as to what medication are to be consumed by the family units, but shall also make sure that life style of the family units is as so that it consumes athletic products.

Summary:

Corporate home economist moulds the consumption of family units such that whole corp alliance benefits.

This shall pave way for corp inv all to lockup sales of whole inv alliance to be stable for a prolong period.

In terms of financing the corp world shall be availing benefit of low cost financing from other entities in alliance who aspires to avail the locked up sales. This shall allow to get rid of strict bank covenants that undermines the independence of the owners.

Opportunity to attract foreign investment since the country risk premium shall be ignored by the foreign investors while taking investment decisions as the corporate home economist shall curb the risk of political uncertainty and forex fluctuations.

And for existing imports from a corporate since no alternative available (means either human capital or infrastructure available) or large multinational corporate remitting dividend to its headoffice, the possible structure would include having the corporate get into the alliance with the local corporate either by providing equity or commission income for the family units locked up in order to promote local industry.

Possible ways of identifying the family units to be locked up:

- Corporate home economist agency locking up the consumption units of families that enter into contract
- Organizational structure of a llc or small set up
- An apartment or residential building where several families reside
- Tribes or ethnic groups having inclination towards
- Employees colony

Utility management:

Utility is to be defined by the expenditure that is expended on the needs, needs as discussed earlier are all those requirements that arise on the account of pursuit of incubation of the lifestyle of a person.

Utility management for corporate home economist is the process of creating awareness for the consumption of output of a specific industry which is performed by the industrial specialized he.

Utility management is far different from one off expenditure.

Utility management is based on the fact that corporate home economist pursues budgeting, segmentation of family units, managing the budget to support sales stability of corporate inv alliance.

Utility management in terms of incubation process:

- Sustain: to develop roots for the products of a certain industry or sensitivize demand (not merely by just inducing to consume the product but by first budgetary analysis and linking with other industries, say sport athletics sensitivization linked with orthopedics to strengthen certain muscles of the body), and identify right product level,
- Compete and progress, after getting adjusted with amendments made by corporate home economist, the unit consumption seeks to advance the present consumption pattern either by increasing the income level since the alteration of view of life by diversified consumption pattern or by advancing into the product levels say playing squash by beginners racket and moving onto advance racket as you improve the game.
- Retribute, assessment of whether the consumption pattern has improved or not with the passage of time on account of segmentation or product level.
- Transit, Moving onto next level of segmentation or product level.

Barter trade of services among the corporate home economist of relevant industries, ***intra outsourcing*** of home economics function among relevant corporate home economist of their respective family/consumption unit say educationist and textile. This aims to increase purchasing power via an exchange of services happen.

Export unit establishment opportunity, say UAE leadership aspires to have its youth pre occupy itself in subjects e.g. science and technology, however due to less inclination towards quality education they tend to opt for easier subjects such as management sciences etc. The countries where there is trend towards the quality education and home schooling of children, the education corporate home economist can lockup the consumption of UAE families in exchange of homeschooling of the UAE children in order to develop their aptitude towards science and emerging fields. Here the consumption

locking up of foreign countries would allow establishing an export unit for corporate inv alliance and gaining an exposure of international SOPs and quality standards.

Here we need to differentiate between maximum utility of industry's output and one off expenditure.

For purpose of maximum utility (means moving from core product to augmented product), the corporate home economist engineers the process of utility maximization by pursuing the incubation process:

Sustenance; establishing demand, awareness and sensitivity into the consumption pattern of the family unit (family unit is any group of people at a certain place or time where there is opportunity for corporate home economist to lockup the consumption). Inculcating demand in the consumption unit can be defined as say to incorporate the demand into the unit of the sports industry output, stamina and strong body is the prerequisite for the consumption, say that the consumer is to be made inclined towards racket sports, speed ball or decathalon may be an appropriate equipment to make him chronic to use racket to hit ball, this shall eventually pave way for the consumer to maximize his utility in games such as tennis, squash, table tennis etc.

Competitive progress: this comes the point where consumer begin to expand their ambit of consumption pattern and start moving towards next stages of maximization of utility.

Retribution: here comes the point where consumption is perceived in the ambit of principality and rule based approach

Transition: Transition means to evolve, say transiting from playing in normal ground to international stadium, or transiting from studying books prescribed by school curriculum to reading original manuscripts from where they are derived or seeking some advanced books .

Utility management consists of segmentation and product level.

Finding the right fit of segmentation and product level for the consumption unit is the start to the incubation process for inculcating the demand for industry in the consumption pattern.

Segmentation is dividing the consumers into levels of income, psychographic, sociographic etc.

Product level is defined in terms of basic, core and augmented level.

Right fit means that giving the right combination of segment and product level, say for basic level of product the industry provides products that cover all segments, say for textiles, a simple plain shirt may be cheap If brought from leftover stock and be expensive if brought from retail in a mall plaza.

Corporate home economist has on her panel family units whose consumer insights are analyzed by her in order to pave way for stable sales and investment opportunity for investment alliance.

Capitalistic societies where Corporatocracy thrives in form either monopoly or oligopoly create an atmosphere where the domestic/local industry is suppressed by manipulating the consumption pattern of the average consumer in order to simultaneously eradicate the existence or quality of the product of local economy and prevent the consumer to inclined towards progressive attitude towards incubative lifestyle that allows for all industries to grow. For this purpose the giant corporate deploys various tools, popularly the radicalism may it be in any form say in name of religion, communism, political manifesto

of any party etc. This prevents the masses to pursue incubating their own lifestyle, inclining to develop internal economy.

Popular tools used by corporate giants: (any means of communication which can easily manipulate the perception of the people)

1. Rituals and beliefs
2. Political manifesto
3. Education curriculum
4. Media corporate houses

Barter Trade of services

The corporate sisterhood entails pool of specialized knowledge and database acquired in home economics of family units consumption pattern.

Example: foster mother/midwifery

Say in UAE the majority of children pursue more easy to go subjects such as management sciences etc. The incentive to go for more technical subjects such as engineering, biomedical sciences is found remote in that community.

This paves way for establishing export customer base as the corporate home economist of the sisterhood network would assume the home economics of the potential family units in order to direct the consumption decisions in the manner of corporate investment alliance. Since various aspects of consumption decisions shall be outsourced to the corporate home economist which shall allow the domestic product portfolio to be the part of foreign consumer's choice, hence the ease of export unit shall allow the domestic industry to expand its base into foreign countries.

In other perspective, there is also opportunity for foreign investment alliance to be built up, say the textile aspect is taken up by domestic vendor, whereas the medical aspect is fulfilled by the foreign corporate. The alliance of these both entities shall allow for the domestic business to learn the SOPs established in the comparatively advanced economy with sophisticated consumers which shall in return enhance the business practices and introduce new business environment in the domestic industry.

The primary source for locking up the consumption are:

- Corporate home economist agency locking up the consumption units of families that enter into contract
- Organizational structure of a llc or small set up
- An apartment or residential building where several families reside
- Tribes or ethnic groups having inclination towards
- Employees colony

Process outsourcing:

Role of HR as corporate home economist:

HR management when combined with corporate home economist dynamics shall constitute a surveillance over the consumption pattern of employees family units and recruitment and training.

It provides an opportunity to a company to enter into agreement on behalf of its employees with relevant corp investment alliance.

The corporate home economist unit shall endeavor its efforts to make sure that the company whose employees become subject to agreement of corporate investment alliance follow the objectives of corporate investment alliance, and that any potential family unit member is to be trained and incubated to acquire necessary skills to comply with corporate positions.

Since employees of organization represent different segment, so as per their consumption pattern all employees shall be segmented and allotted to relevant corporate investment alliance.

As the employee gets promoted, he is probable to switch over to another corporate investment alliance as per change in his psychographic pattern or that it remains attached with same corporate alliance.

In substance form, the organization is trading the employees family consumption unit to corporate investment alliance for exchange of either investment or commission income.

Hence effectively the wages paid to employees is largely compensated by the financial benefits and the synergies attained from the alliance.

Say: cross selling, developing advanced business practices, queen of few and jill of the other trades sisterhood, deployment of labour from family unit for entities in corp inv alliance

Here we can talk about human resource agency that can play role of taking up the task of finding the labour and inculcating the right combination of development and training for the corporate while on parallel side locking up the consumption pattern.

Modalities of family unit network:

1. Corporate home economist , specialized industry, it would include externally deployed human capital
2. Familly unit network of HR, human capital deployed from family units (the consumer is the labour)

Hints: say establishing the blood bank from the family unit network shall enable to remove the scarcity of blood and especially rare blood groups.